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INTERTEC PUBLISHING CORP.

MARCH, 1982 VOL. 21 NO. 3 PUBLISHED 10 TIMES ANNUALLY

Lawn&Garden Marketing

The merchandising magazine for lawn, garden and leisure living products.

4 **The new mowers: 3 ways to safety.** Options are presented for complying with new CPSC standards for gasoline-powered lawn mowers. Electric mowers will be treated in a subsequent article, this series. By Charles Ewing.

8 **Game plan for power equipment sales.** A Jacksonville, Fla. distributor "coaches" a well-known football personality as well as power equipment dealers to help score more sales in 1982. By Wendall Burns.

18 **Big names, big budgets.** Manufacturers of low-ticket, problem-solving products speak up about spokespersons engaged to give company messages to consumers; and about the cost of advertising. By Marjorie Riggin.

30 **Mulch, many uses, many faces.** Mulch is not just another pretty face – the many varieties of mulches offer many protective qualities that can be promoted both for sales and consumer satisfaction. By Jerry Johnson.

42 **New distribution imperative: faster replacement of stock.** Executive Forum presents James R. Davis, vice president of Herbert W. Davis and Co., management consultants, who points out causes of rising costs.

56 **Research is changing ideas about succulents.** Myths are set aside about succulents' preferences for heat and aridity.

66 **Bedding plant sales slowed in '81.** Alvi O. Voigt, agricultural economist, The Pennsylvania State University, analyzes data from members of Bedding Plants Inc.

70 **U.S. reports manufacturers' data on OPE shipments.** Despite a general downtrend, six categories show substantial increases during 1981.

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Cover photo credit: Stinson & Partners Inc., Jacksonville, Fla.

Coming in the April-May issue: Fall planting – bulbs, seed and equipment for the second season gardeners and owners of fine lawns. Also outdoors: fall clean-up products and snow removal equipment; inside, the indoor green scene flourishes. Winter product sales are reported as disclosed by the **LGM** Product Movement survey.

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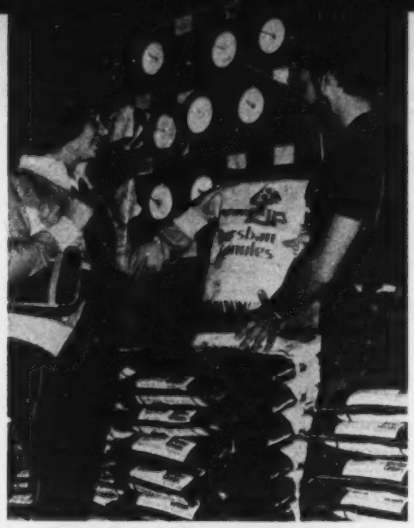


Baby boomers may be more impervious than their parents to merchandising blandishments. As teenagers, they were heavily romanced by Madison Ave. for their spendable incomes.

Baby boomers shop DIY stores for lawn and garden items

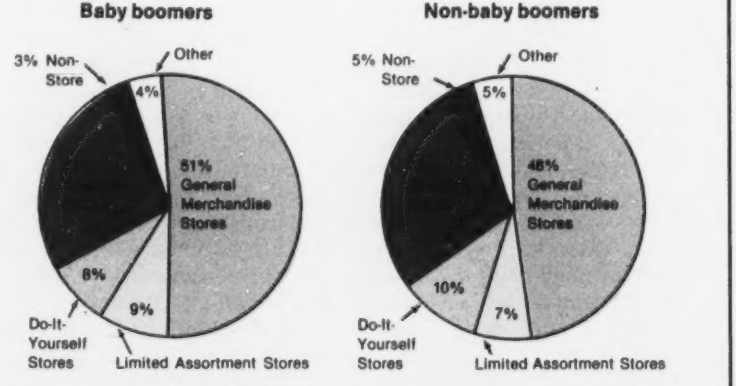
Baby Boomers, the group of young adults born in the post-World War II years between 1947 and 1962, purchase most of their lawn and garden, hardware and automotive merchandise in Do-It-Yourself stores. A recent study entitled *The Baby Boom Generation: Where They Shop* was published by Management Horizons, a marketing research and management consulting firm. The firm's ongoing research program (the Retail Intelligence System) monitors consumers' retail shopping behavior.

Now ranging in age from 27 to 34 (early Baby Boomers) and 19 to 26 (the later crop), these young people have reached head-of-household status. They are a significant shopping force that, according to the study, has established site shopping preferences for many product categories.

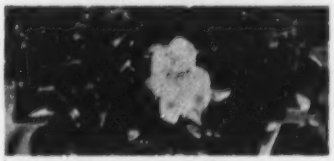
The convenience factor of one-stop shopping and value appeals of price and quality probably inspire them to buy most of their commonly purchased items in general merchandise stores, their preferred store type. The multiplicity of merchandising concepts and locations allows Baby Boomers many options in choosing a store close to home.

As to other specific categories of purchases, Baby Boomers purchase women's apparel and accessories most frequently in apparel specialty stores; men's apparel and accessories are purchased most often in the general merchandise stores. They shop discount department stores for most of their children's apparel.

Store group preferences for total items purchased



Bedding plant sales slowed in '81



Bedding plant sales comparison

Year	Better Sales	Same-or-better	Same Sales	Worse Sales
1970	78%	93%	15%	7%
1971	88	98	10	2
1972	89	97	8	3
1973	86	95	9	5
1974	95	98	3	2
1975	92	98	6	2
1976	88	98	10	2
1977	81	96	14	4
1978	73	90	17	11
1979	86	97	11	3
1980	84	95	11	5
1981	75	92	17	8

At least nine of every ten respondents did record "same or better" sales in each of the last twelve years. Relative to other years, the year 1981 was the second weakest sales year since 1970 and ought to be recognized as such.

An analysis of data from a survey of wholesale growers of bedding plants in 1981 shows softness at wholesale level.

■The 12th annual bedding plant survey conducted among members of Bedding Plants Inc. showed the rate of growth in sales at wholesale as leveling off in 1981.

The analysis of the data was made by Alvi O. Voigt, agricultural economist at the Cooperative Extension Service, USDA, The Pennsylvania State University.

Wholesaling has become more competitive, with more new entrants to the business. Vegetable plant sales don't have the same market expansiveness as flowering bedding. Respondents to the survey cited last year as being the second weakest in sales next to 1978, of the years surveyed beginning with 1969.

Production intentions are for a *bullish* 14 percent net increase for the 1982 market. This increase is the

continued...

1982 Production intentions
(Average percent)

1981 Sales Volume	Increase (Number of growers in parens)	Decrease	Same (expressed in numbers of growers)	Net Production Change* (weighted %)
Less than $10,000	33.9%(15)	100%(1)	5	19.4%(21)
$10,000-$50,000	21.2%(50)	4%(1)	18	15.3%(69)
$50,000-$100,000	25.1%(19)	-	16	13.6%(35)
$100,000-$250,000	13.4%(9)	-	14	5.3%(23)
$250,000-$500,000	24.5%(11)	-	3	23.1%(14)
$500,000-$1,000,000	13.3%(6)	-	3	8.9%(9)
More than $1,000,000	6.6%(5)	-	3	4.1%(8)
TOTALS	**22.7%(115)**	**52.0%(2)**	**62**	**14.0%(179)**

Net production changes for previous years were: 9% for 1973; 10.2% for 1974; 13.4% for 1975; 8.3% for 1976; 11.1% for 1977; 14.7% for 1978; 9.8% for 1979; 12.1% for 1980; 11% for 1981; and for 1982, 14.0%.

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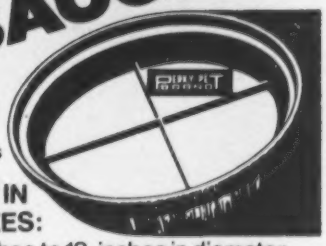
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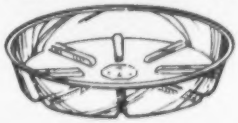
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Weighted price increases 1973-81

Year	– Per Flat – Cents	Percent	– Per Pack – Cents	Percent
1973	16	2.8	2.5	2.8
1974	52	11.5	11.5	14.4
1975	46	12.9	9.0	11.5
1976	27	5.2	5.2	5.6
1977	41	6.3	8.5	9.1
1978	29	6.1	6.8	7.3
1979	45	10.8	13.1	8.5
1980	80	10.3	17.9	11.4
1981	68	8.4	28.1	8.7

The weighted absolute price increased 68 cents per flat and 28.1 cents per pack. **Percentage** weighted price increases in 1981 softened somewhat from 1979 and 1980. No attempt was made to distinguish price increases by retail, wholesale-retail, or only wholesale. The absolute value will more heavily represent the survey's retail dominance of bedding plant respondents and the percentage increases would tend to be more reflective of the industry (whether retail or wholesale). [Caution should be used in interpretation of these weighted prices as to their absolute and percentage values. The **relative** value changes are more instructive of market condition.]

second largest on record; 1978 had intentions of 14.7 percent. Furthermore, historical surveys' production intentions have averaged 11.36 percent per year, suggesting a continuation of market growth and strength. Voigt indicates that caution should be exercised in 1982, especially where market weaknesses existed in 1981.

Other results of the survey found that 84 percent of BPIers advanced their prices by 8.5 percent last year, down from the two previous years. Price increases in 1982 will likely be somewhat less because *cost-push* influences of energy and inflation have lessened even though *demand-pull* effects are continuing. A stronger consumer gardening potential is apparent in most market situations. Price increases in 1982 may largely reflect the attention and adjustments made to market competition and customer-consumer needs. An increase ceiling of seven percent is anticipated.

When asked to rate trends of 32 specific bedding plant crops in 1981, such plants as impatiens, tomatoes, marigolds, peppers, cutting geraniums and begonias were rated as excellent. Plants rated as poor sellers included celosia, asters, browallia, phlox, zinnias and dahlias.

One-third of the respondents named timing and scheduling, which are closely followed by maintaining quality, holding and leggy plants, as dominant problems in 1981. A shortage of growing or sales areas and inaccurate market projection also contributed to the downturn. Unpredictable weather predictably was high on the list of contributors to the problem.

The retailers need to head off the internal management problems that occurred in 1981 and predict accurately what the market will demand. The economist noted that the survey of market conditions may not be representative of the bedding plant industry, or of all BPI members.

He commented also that "There's no reason to expect demand to soften; demand should continue strong, actually aided by a sluggish economy as people turn more to gardening for food and fun." □

Manufacturers' shipments of equipment 1980 and 1979

(Quantity in units; value in thousands of dollars)

Type of equipment	Number of firms	1980 Quantity shipped	1980 Value shipped	1979 Quantity shipped	1979 Value shipped
Consumer nonriding lawn, garden and snow equipment	73	16,076,702	1,156,080	r19,089,597	r1,325,058
Lawn mowers:					
Reel, push type, nonpowered	2	b54,606	b10,135	64,592	10,685
Reel, push type, gas powered	9				
Rotary, push type, gas powered	33	a4,046,404	a396,396	r4,552,953	r414,055
Rotary, self-propelled, gas powered	27	a1,504,645	a222,853	r1,621,801	r216,377
Electric, all types, including battery powered	6	244,465	24,909	r206,773	r21,578
Rotary garden, motor tillers	27	b609,981	b107,637	517,343	92,714
Two-wheel tractors, walking type, except rotary tillers	6	15,063	9,004	r17,566	r13,330
Snow throwers (snow blower), except attachment type:					
Single stage	14	364,012	a91,503	r807,931	r188,789
Dual stage	11	a197,879	71,880	r331,905	122,182
Powered lawn edgers/trimmers:					
Fixed blade, gas	10	146,984	16,675	r157,749	r16,176
Fixed blade, electric	4	648,573	19,606	r445,202	r12,945
Other than fixed blades	7	6,752,834	121,304	r8,461,354	r143,689
Shredders and shredder-grinders	6	b13,489	b3,446	r15,621	r3,532
Powered hedge trimmers	4	820,107	21,508	771,967	18,711
Yard vacuums and blowers	13	205,817	9,867	r396,855	r19,778
Lawn sweepers, push type and powered, except attachment type	3	97,615	9,719	110,827	10,252
Other consumer nonriding lawn, garden and snow equipment	11	354,228	19,638	609,158	20,265
Parts and attachments for consumer nonriding lawn, garden and snow equipment	57	(X)	106,619	(X)	r119,068
Parts	49	(S)	88,974	(S)	r95,361
Attachments	27	(S)	17,645	(S)	r23,707
Consumer riding lawn, garden and snow equipment	28	904,664	723,781	1,006,262	789,315
Lawn tractors and riding mowers, front engine:					
Under 8 hp	4	c177,606	a82,732	140,918	r68,185
8 hp to 9.9 hp	15				
10 hp and over	17	313,680	221,291	361,513	223,917
Lawn tractors and riding mowers, rear engine:					
Under 6 hp	9	a43,380	a16,879	37,272	r12,696
6 hp to 7.9 hp	5	40,579	18,099	r48,208	r18,972
8 hp to 9.9 hp	14	134,882	82,610	165,665	r100,392
10 hp and over	10	42,176	31,608	39,331	26,176
Garden tractors:					
Under 10 hp	4	37,743	54,214	66,004	87,083
10 hp to 13.9 hp	14				
14 hp to 15.9 hp	11	18,713	36,112	35,547	63,973
16 hp to 19.9 hp	18	95,905	180,236	r111,804	r187,921
20 hp and over	2				
Other consumer riding lawn, garden and snow equipment	2				
Parts and attachments for consumer riding lawn, garden, and snow equipment	51	(X)	215,560	(X)	257,765
Parts	28	(S)	96,369	(S)	108,214
Attachments:					
Rotary, mower decks	20	574,899	59,487	718,865	r63,376
Rotary tiller attachments	12	23,147	10,810	25,186	r10,412
Blades, dozer	16	a24,550	a3,280	68,862	r8,084
Snow throwers	14	29,813	11,324	r61,642	20,738
Carts and wagons	20	15,629	2,312	19,377	2,744
All other attachments	23	(S)	a31,978	(S)	44,167

- Represents zero. rRevised by 5 percent or more from previously published figures. (S) Does not meet publication standards. (X) Not applicable. a10 to 25 percent of this item is estimated. b25 to 50 percent of this item is estimated. cOver 50 percent of this item is estimated.

U.S. reports manufacturers' data on OPE shipments

■ In 1980, manufacturers' shipments of consumer riding and nonriding lawn, garden and snow power equipment decreased 12 percent in value from shipments during the previous, uptrend year: $1.88 billion compared to $2.11 billion, revised shipment value for 1979. Six categories: rotary garden, motor tillers; electric lawn edgers/trimmers; powered hedge trimmers and certain lawn tractors/riding mowers showed substantial increases.

All figures shown have been excerpted from the 1980 Current Industrial Reports, MA-35A (80)-1, compiled annually by the U.S. Department of Commerce, Bureau of the Census.

The increased demand for rotary garden, motor tillers, up 18 percent in units shipped and 16 percent in shipment value, represents inflation's backlash. Thirty-eight million U.S. Americans planted inflation-fighting food gardens in 1980. Correlatively, only rotary-tiller attachments (of all attachments shipped, 1980, for consumer riding lawn, garden and snow equipment) showed an increased shipment-dollar value, although numbers of units shipped were down somewhat.

Among other categories showing an increase in 1980, front-engine lawn tractors and riding mowers of less than eight horsepower were reported as having 26 percent more units shipped with a 21 percent greater dollar value. Rear-engine lawn tractors and riding mowers of less than six horsepower were also in demand: six million more units were shipped (16 percent increase) with a value of $17 million—32 percent higher than in 1979.

A result of mild winters in many parts of the world, 1980 shipments of snow throwers and snow-weather attachments for riding equipment practically reversed 1978 and 1979 trends. Blades, dozer: down 180 percent. Snow throwers, single stage, non-attachment, down 122 percent; and dual stage, down 67 percent.

Reflecting higher prices, rotary lawn mowers, self-propelled and gas-powered, garnered $6.5 million more in shipment value, although shipments were down by seven percent. Rotary mower deck attachments dropped 25 percent in units shipped. □

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The merchandising magazine for lawn, garden and leisure living products.

6 **OPEDA gains momentum.** At their second annual meeting, members hear Jerry Rush and other speakers emphasize distributors' value in the power equipment industry. By Wendall J. Burns.

NEW THRUST IN MARKETING

12 **BULBS brighten autumn sales picture.** The why and how of merchandising spring-flowering bulbs and related products. By I. Jerrold Johnson.

16 **'Plant Fall' for springtime beauty.** Pennsylvania garden centers found that a statewide program increased fall sales. One firm, Snipes Farm and Nursery, used the state promo, an ad agency and lots of colorful displays to build traffic and sales.

16 **FIFP program offered retailers in 25 states.** 'Fall is for Planting,' and there is a coordinated, aggressive marketing plan developed by the Fall Planting Council to generate second-season sales.

30 **Indoor foliage lives!** Plants' decorative qualities create a stabilized market as shown by studies, tables and quotes from the industry. By Marjorie Riggin.

38 **Multiuse units multiply.** With a variety of attachments, one power unit serves several consumer needs – an idea especially attractive to first-time buyers and those with limited storage space. By Frank Buckingham.

48 **Deep snows force equipment sales up.** Last-minute snowstorms, 1981-82 winter, revived consumer demand, revealed changed preferences and reduced holdover inventories. By Marjorie Riggin.

56 **Product movement report: winter.** Immediate need, rather than long-term savings or other factors, was the main determinant governing sales volume of selected product lines – according to retailers responding to the latest **LGM** survey.

DEPARTMENTS

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58 Product Briefs

Cover photo: Courtesy of Malak Photographs Ltd.

Coming in the June/July issue: Why kerosene heaters are setting the pace. Update on the wood-heating market: stoves, fireplace inserts and accessories; sales, shipment and costs data. Analysis of sales trends in chain saws and log splitters. Report on prices, materials, sources for the quality Trim-a-Tree market. Part 2 of the New Mowers series will be a report on which of three ways manufacturers have chosen to respond to an impending mandate to produce (after June 30) only mowers whose blades can be stopped within three seconds.

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BULBS brighten autumn sales picture

Market trends and merchandising methods for retailers of flowering bulbs are described in this report.

By I. Jerrold Johnson.

■ One of the more traditional segments of any "Plant Fall" program would have to be spring-flowering bulbs. But traditional, at least in this case, does not mean static. Far from it. There is a ripple of excitement that permeates the bulb industry. A recent survey of retailers showed that bulbs were one of the few lawn and garden products lines to show an increase in sales in the fall of 1981.

One major wholesaler said his company's sales had shown an approximate 20 percent increase and the Netherlands Flower-bulb Institute stated that there had been "a significant increase."

Why this upsurge? The reasons are not clear-cut, but a combination of factors. Philip Van Zanten, bulb department manager of Vaughan's Seed Co., said that the spurt in sales came as somewhat of a surprise to his company. In retrospect, he feels at least part of the increase related to a strengthened dollar. The majority of fall bulbs are of Dutch origin. With the stronger U.S. dollar, Van Zanten noted that fall bulbs could be purchased at a better price. The lower price could be passed down the line to retail sales. Looking ahead to the upcoming second season, Van Zanten is very optimistic that the upward trend will continue. He notes, however, that weather remains a major determining factor. He feels that when spring bloom is poor, interest tends to wane for the following fall planting season.

Better-informed customers

Another determinant in the fall bulb boom relates to better growing techniques and more knowledgeable consumers. Efforts are under way to increase product knowledge and improve growing techniques—all bright signs for better bulb sales in the years to come.

Dr. August De Hertogh heads the horticulture department at North Carolina State University at Raleigh. He also serves as an advisor to the Netherlands Flower-bulb Institute. Dr. De Hertogh advocates several cultural practices to make bulbs a more valued and easier-maintained part of the home landscape scene. One of his key points is the perennialization of bulbs—developing techniques that allow bulbs to become a permanent part of the landscape without the need for lifting and dividing them.

Bulb fertilization

Dr. De Hertogh's theory, in part, is that bulbs do not become overcrowded, but generally deplete the soil nutrients within their growing area. He stresses a program of fertilization with the correct formulations to maintain healthy bulb growth as a substitute for lifting and separating—certainly a practice that should appeal to most home owners. Another part of the theory is to let the top growth die back totally before removing it, so the tops can provide more complete nourishment to the underlying bulb.

Bulbs in landscape

Some home owners are not happy with unattractive top growth following bloom and they frequently cut off this growth too soon. This is because, in the past, bulbs commonly were planted in groups, by themselves, for maximum splashes of spring color. Dr. De Hertogh believes that home gardeners should intermix bulbs with other perennials. The old top growth would be masked until it finally died back, with full benefit to the bulbs. Bulbs also should be planted deeper into the ground to allow overplanting of other ornamentals and later-blooming plants.

Sequential blooming

Another practice widely advocated and merchandised throughout the fall bulb industry is *sequential blooming*. Dr. De Hertogh notes that, with proper selection of bulb types and by choosing a range of maturities within particular types (especially tulips), fall-planted bulbs can provide almost continuous bloom in most parts of the country for a period of 3½ to 4 months.

Sequential blooming has caught on with the merchandisers, too. Assortments are being offered that include the earliest bloomers, such as crocus, through hyacinths, daffodils and tulips. There are other bulb species that can carry bloom on beyond tulips. Vaughan's offers a gift pack assortment of 50 bulbs that retails for $7.49. Others, of varying quantities and selection, are becoming more common in today's market.

Merchandising suggestions

Not only is the consumer being offered improved growing methods to produce better results with fall bulbs, but the retailer is being pro-

Books, bulb food, bone meal, peat moss, planters, and gloves are allied products that go along with merchandising bulbs.

The practice of forcing bulbs for indoor display has gained in popularity, opening up new markets for bulbs, as well as for pots and other accessories.

vided with more effective merchandising tools and suggestions. Most suppliers offer eye-grabbing full-color illustrations of their products in full bloom and growing tips for the customer, either on-package or as handouts with the bulked bulbs.

The Netherlands Flower-bulb Institute, representing approximately 75 marketers dealing with all types of outlets, is in the process of developing a merchandising guide for fall bulbs. Included in this guide are the following 12 tips *To Make Your Bulb Profits Grow,* developed by Robert LaRue, interim manager of the bulb institute:

- Put bulbs out front where they will encourage impulse sales
- Use hard-working, colorful p-o-p.
- Advertise bulbs: early, during the season and late
- Sell by blooming sequence: early, mid-season, late
- Build a simple bulb information center, with literature and books
- Sell multiples of 10 or more
- Use tie-in items outside your store to get customers in
- Use tie-ins in-store to get bulbs and other goods sold
- Plant your own garden outside to encourage preseason orders
- Force bulbs to turn customers on, in-store, next spring
- Keep your displays stocked and neat during the season
- Consolidate your display and move it out front, perhaps to checkout, to assure a full sell-through.

Some of the other merchandising tips suggested include a large flower pot filled with sand, with artificial tulips or other fall bulbs placed in it, and a handmade sign encouraging customers to "Plant Now for Spring."

LaRue stresses unit sales and unit pricing, with the suggestion of 10 or more bulbs, in bags, in with the bulk goods. The packages can be made up of selections based on blooming time, type, color, etc., and packages can be priced in "two-for," "three-for" or other multiples. Tie-in products also can be offered at discounts with the purchase of a specified number or dollar amount of bulbs.

An importer's view

Another view of the fall bulb picture comes from Rudy Bonkenburg, president of the J. Bonkenburg Co., an importer who sells to jobbers and wholesalers. Bonkenburg feels that the consumer emphasis is away from price and toward quality and a demand for a wider selection of types and varieties.

His company is following this trend by including more diverse types and varieties in its assortments and by paying more attention to the information included on its point-of-purchase materials and packages.

Bonkenburg sees the bulb business moving from the supermarkets and variety store chains and toward the garden centers, both chain and specialty stores. He said more loose bulbs are being sold in stores that can provide cultural information to consumers. He sees packaged bulb sales declining, except for special promotions and for sales by outlets that cannot provide growing information to customers.

Bonkenburg noted that fall, 1981 had been a banner season for bulb sales, part of which he attributed to better-than-average weekend weather through most of the country. He is looking for another good fall season, with somewhat lower bulb prices due to a temporary condition that involves larger Dutch production and a lower European demand. □

Bulb exports from Holland to U.S.

(Million bulbs)

	1979	1980	1981 (through Aug.)
Tulips	142	155	168
Daffodils	26	30	35
Hyacinths	23	25	24*
Crocus	68	71	50*
Muscari	18	25	14*
Iris	36.5	62	65

*Crop Shortage

Source: Netherlands Flower-bulb Institute/Netherlands Board of Ornamental Horticulture

Indoor foliage lives!

More people today buy plants for their decorative appeal. By Marjorie Riggin.

■The indoor foliage market is alive and well with 58.8 million U.S households (76.4 percent) keeping plants, according to a September, 1981 consumer survey authorized by the Phillips Products Co. Also according to this survey, 55.6 percent (32.6 million) of these households keep plants because of their decorative qualities and 44 percent (25.9 million) indicate that they are going to keep *more* plants in the future. Figures from the U.S. Department of Agriculture Crop Reporting Board show that foliage plants for indoor or patio use netted producers from 16 reporting states $329 million-plus in 1981, a five percent increase over the previous year. This same report indicates production area intended for green foliage plants in 1982 as 104 percent over last year's; more than five million square feet to be added.

In 1979, the percent of households keeping plants was 80.2. So the market is down 3.8 percent! In terms of millions of households, the indoor plant scene is still a good market—a fact informally corroborated by wholesaler-shippers selected at random for interviews with **LGM.** Veterans in the business advise that eulogies be reserved for the fast-buck entrepreneurs who have faded from the field they overcrowded during boom years. Oldtimers are hanging in.

% Households Keeping Plants				
1975	1976	1978	1979	*1981
74.3%	75.9%	81.9%	80.2%	76.4%
% Households Not Keeping Plants				
1975	1976	1978	1979	*1981
25.7%	24.1%	18.1%	19.8%	23.6%

*It is estimated that there are 77.4 million households currently in the U.S.
Source: The Phillips Products Co.

Anthony (Tony) Zanetta, supply manager for Chase Gardens Wholesale Florist, Portland, Ore., says that during the peak years "more growers and more and more green shops were springing up; even the ladies' boutiques sold plants. Now, the better ones (wholesalers as well as retailers) have stayed."

Believes market has stabilized

He believes that green plants have been trending down for the last eight years but that the drop has leveled off. "The level is considerably above the old beginning (pre-boom) level, however." Zanetta also feels that it is a lack of spendable income, rather than a severely diminished demand for indoor foliage plants, that is the key factor in today's market.

Chase Gardens has 22 acres under glass, and ships green plants throughout the Northwest.

In Michigan, Nick Slagter, vice president of United Bulb Co., said substantially the same thing. "*Every*one was growing, and during the boom, everyone did quite well. Then, as the heat came off, more and more of the smaller units quit. Those who specialized stayed in."

United Bulb Co. are jobbers, shipping "all over the country." Slagter believes, however, that more retailers are going directly to the wholesalers these days but that there's still enough (business) to go around. "Ten-inch and three-inch, varied, material is the most popular," according to Slagter. "Ferns are spotty...they're good at a certain time of the year. Hanging plants are still good..."

Upbeat in Southeast

Dixie Green Inc., one of the largest producers, shippers & wholesalers of nursery goods in the Southeast, had a good year in 1981 and, so far this year, business is still upbeat. "We had about a 20 percent increase last year. During January and February, 1982 we showed another 20 percent. We buy a lot and re-wholesale—two trailer loads from Florida last week, for example—plus we have about 250,000 square feet in production." So says Don Tucker, Dixie Green's sales manager.

Best seller in the indoor green foliage lines? "Ferns...this is a spring item, but the demand stayed up through most of '81. Ferns already are big this year."

During 1981 business was good but the increase wasn't there, according to an anonymous spokesman for a grower-shipper in a midsouth state. His nursery fills foliage plant orders from St. Louis and as far east as Pittsburgh; from Chicago, south to Memphis, Tenn. "There's still a strong market for foliage but it's leveled off. The market will continue to grow but at a lower rate of increase."

'Flowering' a trend?

Biggest demand? "Sometimes I think the answers to this may depend on what growers are trying to push. Personally, I believe the trend is toward flowering potted plants. In foliage, *Philo pothos* is a big item every year but there always is interest in new plants, too. Also, there always is a demand for plants that grow well in low light..."

Speaking for Gatti Nursery Inc. in San Francisco, Staci Silva, marketing manager, believes that growers and retailers must work together to merchandise nursery products. "A lot of nurseries combine orders so that freight bills are lower," Miss Silva said. Freight costs have directly inflated the prices of green foliage plants.

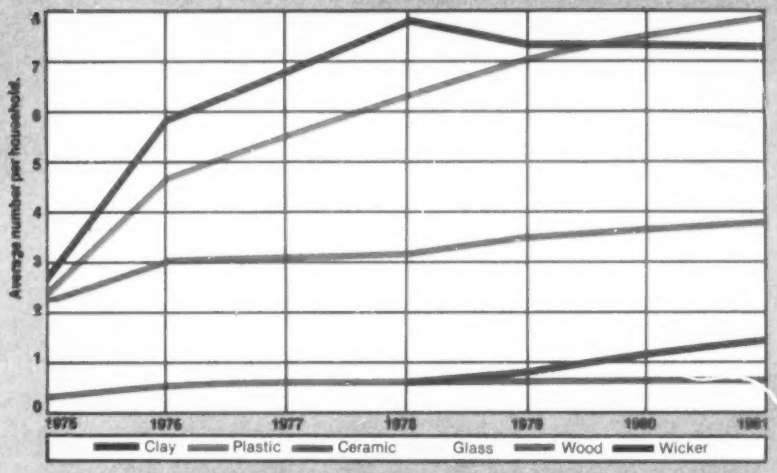
Miss Silva pointed out that outrageous prices ("People don't have that kind of money!") are sending retail buyers to the chains. "The chain people are getting better quality than before in order to get people in...and it's working. The grocers, for instance, also are finding competent help to take care of their plant selections. The displays are looking good and people are buying."

Larger uprights selling

For the most part, Gatti's outlets throughout the U.S. and Canada

continued...

Survey question:
"How many planters of the following materials do you have?"



Results of the 1981 study indicate that the average number of plant containers in those homes keeping plants continues to grow. In 1975, the average household had 10.0 plant containers. By 1981 this number had more than doubled; the average home keeping plants had 21.9 plant containers.

Source: The Phillips Products Co.

Indoor foliage ...continued

are ordering non-specific assortments of foliage plants. "One exception," she says, "people are buying more of the larger uprights rather than the hanging plants. For us, hanging plants are down."

Business is down, generally, in the San Francisco area.

"The economy is still pretty positive in San Antonio," says Richard Hassman, sales manager for Dietert Greenhouses, grower-shippers in that Texas city. "The people I've talked to feel pretty good about it."

Foliage for decor

For Dietert's, the 1981 green foliage plant sales curve is "up some—more because of greater emphasis on the place of foliage plants in interior decoration than any effort we have made. Actually, we're shipping more blooming plants than foliage." There still is some demand for the larger tropical plants, such as 'Emerald,' but, as in San Francisco, larger hanging baskets are down, according to Hassman.

"We do have one concern right now: the upper end of the price scale (on a retail basis); there is not quite as much demand for the big, expensive plants. We're affected by some of the same factors they're faced with in the East. Since we only ship throughout Texas—all of Texas—we're not really hurt."

Jack Pearce, sales manager of Wincopia Farms Inc., Laurel, Md., is "just hoping that it keeps rolling!" For Wincopia Farms, business in 1981 was much better than 1980 and they "still are maintaining good shipments."

These shipments travel mainly by company trucks to Baltimore, Washington, Philadelphia, Richmond and Norfolk, Va. The demand varies more by chains than by area, according to Pearce. "Some chains give it (plant section) to the produce manager; that's the last thing he wants. Some, to an actual plant person...you can walk into a store and tell who's in charge of the plant department."

Hanging baskets UP in East

"What's in demand? Hanging baskets have taken off! It's the smaller ones that we can't keep enough of...the more expensive ones are dropping off. I'm not sure if it's the economy; it might be a trend. I wonder if a lot of people have decided they can buy the little one, grow it and get the pleasure of watching it grow. In a couple of months it's as good as the big, expensive one and they've had more enjoyment. Don't misunderstand, we're still shipping quite a few of the big ones, too."

In Missouri, there's a 22-year plants-industry veteran who echoes sentiments about the "fly-by-nights," about people in buying control who buy too conservatively; and who also voices opinions about plant departments that fail because of poor servicing.

"In a general merchandise store, the plant counter can gross the same as hardware or any other big department unless the plants are serviced by (a non-plant person). The plant department goes (out) because the plants look so bad no one buys; it takes five years to get a department back in the store."

This from Len Eason, sales manager for A.D. Mohr Greenhouses Inc., Pleasant Hill, Mo. Until now A. D. Mohr has not been a quantity distributor of green foliage plants. Quality Plants, plant wholesaler with whom Eason also is associated, is moving from Eldorado Springs, Mo., to Pleasant Hill. Foliage plant orders from ten states are shipped through Quality Products.

"We cover enough area in our merchandise to be ahead in sales. We ship to Iowa, Nebraska, Kansas, Missouri, Illinois, Texas, Oklahoma, Denver and Florida.

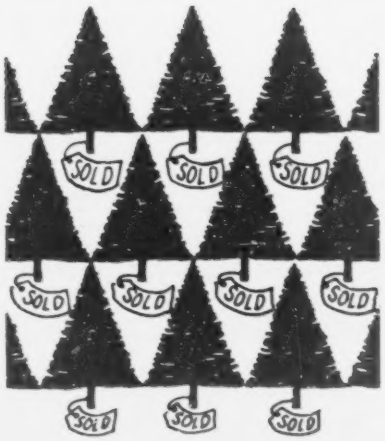
The high cost of 'cheap'

"We've started a major basket business here—it's eight times better than the year before. In this and in all our plants we sell quality. Buy price and get junk! 'Cheaper' is a bad deal for everybody; people become unhappy. Buying by price usually results from somebody sitting behind a desk who knows nothing about plants.

"Another thing: promos are off. Before the economy crunch, promoters would plan and order three at once. Now, they work one, then wait, then order another. Then, they can't service the demand because they don't have what they need when they need it.

"Green foliage was on the uprise for seven, eight years; it leveled off the last two but the dollar volume is about the same. If it goes down it's because buyers haven't enough guts to commit the dollar bills. The plant business is there if you hustle!" □

See page 56 for results of **LGM** *survey of related product lines.*



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DEEP SNOWS force equipment sales up

Dealers in regions hit by heavy snowfall reduce snow thrower inventory. They're reevaluating consumer preferences in equipment size. By Marjorie Riggin.

■In the 1981-82 snow thrower selling season, the storms came late almost all across the country but they finally came. "Digging out" no less furiously than the consumers were the dealers. Fifty percent of the retailers handling snow throwers reported in an **LGM** survey that sales volume was higher in the winter just completed than one year ago for this product line. And stocks were down.

As was anticipated, the survey showed a sharp reduction in holdover inventories at the end of the snow thrower selling season due to the fact that retailers were extremely conservative in ordering new stock last year, then were favored with the snows that decimated backlogs in some snow belt markets. Indications are that holdover inventory decreased more than 70 percent as snow thrower sales at retail level rose more than 100 percent compared to 1980-81.

Narrower, more powerful

Speaking for Kemman Distributing Inc., Don Holt, controller, exulted in an excellent snow season, excellent sales and consequently reduced inventories. Kemman distributes Ariens snow throwers throughout Alaska, Idaho, Oregon and Washington.

"We've had an excellent snow season although it was about a month late. After two abnormal winters, we're up and rolling." Asked about perceptible trends, Holt said that Kemman "formerly sold more of the smaller machines; now the demand is for narrower, more powerful devices."

A nation's width away, smaller units were in demand at Eaton Equipment Co., Hamburg, N.Y. Wyn Eaton concedes that 1981 was a better year and that his company cleaned out a lot of dealer inventory but "still has a carryover." Snow fall in his area reached the 40-year average of about 90 inches but there only was one good blizzard—the rest fell "two inches here and there."

Mix has changed

Eaton also feels that the mix has changed: it's the smaller, lower-price, single-stage snow thrower that's most in demand from his (Toro) dealers whereas, "backtracking to the famous blizzard of '77, everyone shifted to two-stage snow blowers. Out in Milwaukee, though, they're going for two-stage; and a distributor I talked to says they're still sitting on the smaller, single units...so it's a gamble as to total numbers **and** as to mix."

Further comments? "SEND SNOW!"

Upstate, Horst Pogge, president of Grassland Equipment and Irrigation Corp., Toro Distributors, Latham, N.Y., blames late snow and sticker-shock for market trends in snow throwers. "The cost has determined what people are buying. They're not buying what they need but what they can afford. If they haven't bought this kind of equipment for six or seven years, they find the price has more than doubled so they go to the smallest possible unit.

"We had a fairly good snow winter but only two good falls with accumulations of three or more inches...if snows come after January, people are not in a spending mood...you have to get the sales before Christmas.

"And our dealers can't afford to carry a large stock. At 17, 18, 20 percent, there's no money in it. We hope the interest rates will go down. Here's another thing (involving interest rates): they're building about a million less homes per year now; that's a million homes that don't need snow throwers or any other power equipment. The interest rates are hurting everybody."

continued...

Deep snows

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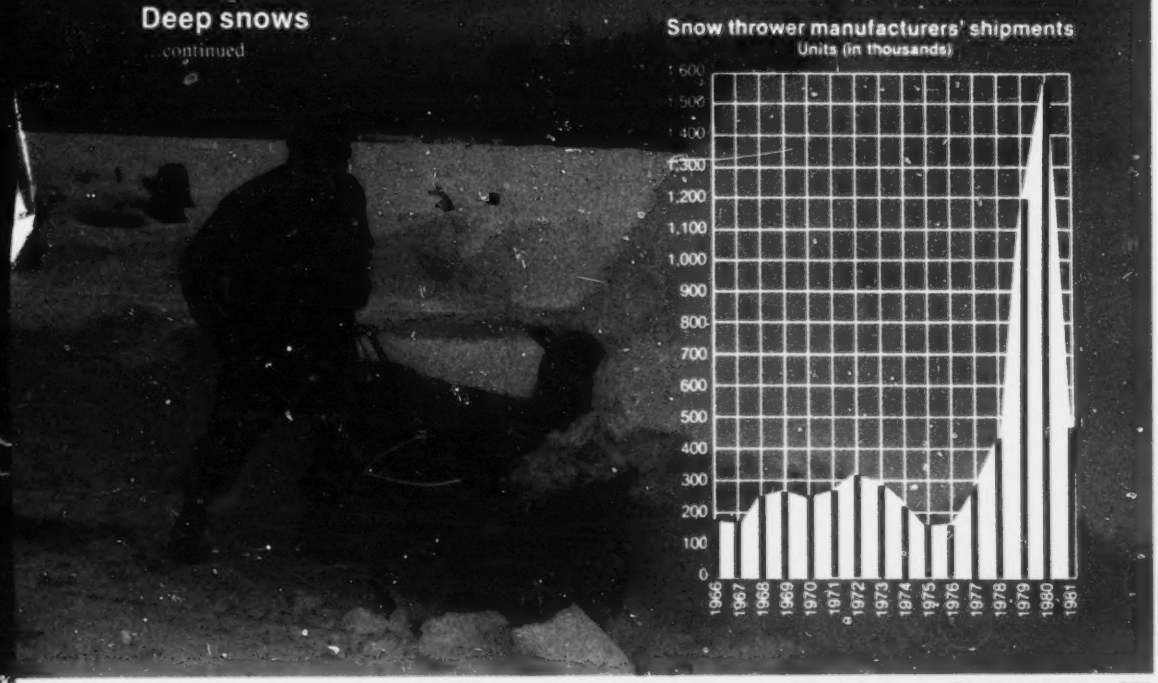

The industry is awaiting reports on shipment data for the 1982 model year, which concluded Feb. 28. Some manufacturers said that despite heavy mid-winter snows and improved retail sales, dealers did not reorder stock. Manufacturer shipments in the 1381 model year dipped to 344,700 units after a peak of over 1.5 million in 1980.

Photo credit: Tecumseh Products Co.

Statistical data source: OPEI

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continued...

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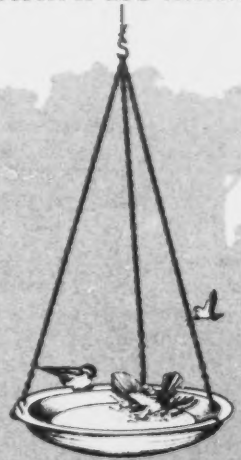

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Deep snows

...continued

sold out (their backlog) but they've sold down," said Scott Smith, president, Stull Enterprises, Chester, Pa.

Smith considers snow throwers as a product line that really has been in recession but that will be coming back. Somewhat cautiously, however, he conceded that "we don't expect a good year, but we probably will sell out our inventory." No complaints, really—the snows came later but they were fine...for snowmobiles.

From the retailer's point-of-view: the St. Louis area won't soon forget the winter snows of 1981-82 but "we needed a heavy snow **early** in the year," said Mrs. Elmer Wolfe whose husband is president of El-Mel Feed and Supply Inc., Yard-Man dealer, Florissant, Mo.

"The large throwers moved best when the big snow came because they were needed for commercial use. We really moved the three and one-half, five, eight and eleven horsepower, two-stage snow throwers but the small ones didn't move too well. You had to knock down the snow a little bit, it was too deep for the small units unless you did. Altogether, we sold more than we would normally sell...before 1977-78, we would have snow throwers for three, four years. We have 30 on hand now...we only bought one **this** year."

Strictly weather effect

James (Jim) Robinson, general manager, Midwest Toro, Omaha, Neb., repeats the litany that all the snow thrower problems stem "strictly from a weather effect. If the product had moved, interest (rates) would have been no problem."

Perhaps only in volume has Toro's plight been different from others across the country. Anticipating normal snow, Toro started building one million snow throwers about three years ago—dealers built up heavy inventories. In Midwest's three-state area, near-snowless for those years, "the pipeline became jammed with snow removal equipment. Everyone needed to get out from under. This cost some small dealers their business because they couldn't compete with those who were selling throwers below cost. Now, after this year's late snows, dealers' inventories are depleted 70-80 percent but they are exercising an extreme reluctance to reorder."

Toro also has a carryover at the factory. The units really should be up-priced to cover accumulated interest, according to Robinson. The manufacturer won't do this; instead, Toro will extend themselves to help their dealers out of this temporary crunch. Robinson indicated that they might have to go dealer-direct to offset costs.

"What we have is what I call our 'inch worm economy.' The dealer isn't buying until he sees snow. The distributor, then, won't buy even for his early-order bonus. Without orders, manufacturing stops. Everyone sits there on the hump waiting for the back end of the worm to catch up with the front end so we can start inching ahead again. Inevitably, the manufacturers AND the people will be faced with having no snow blowers." □

Wonderlawn sweepstakes winners

Garfield Williamson Inc., distributors of Wonderlawn seed and fertilizer products, recently announced the winners of their Beautiful Lawn Sweepstakes.

The $500 first prize went to Cynthia M. Conway of Cherry Hill, N.J. Steve Federicio of Brightwaters, N.Y., was awarded the second-place prize—a Toro power lawnmower.

The sweepstakes is an annual event in the tri-state area. A total of 15 prizes were awarded this year, including another Toro power mower and Toro trimmer-weeders.

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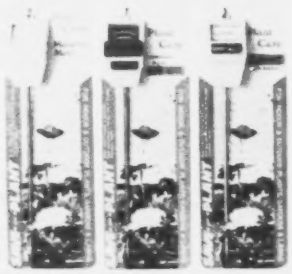

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The new mowers page 4

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48 Product Briefs

Coming in the August issue: A "Who's Who" of exhibitors at the National Hardware Show, as well as seven other major shows. NEW PRODUCTS SHOWCASE of products to be exhibited at the NHS New Products Exposition. Power equipment update, trends and data. The ABCs of 2-cycle engines – first of a series of graphic illustrations and explanations for use by retail personnel. The latest **LGM** Product Movement Report presenting sales data on lawn fertilizer and walk-behind mowers.

Postmaster: Return form 3579 to Lawn & Garden Marketing, P.O. Box 12901, Overland Park, KS 66212-0930.

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Barbecue industry measures market expansion efforts

■The shipment and sales data for barbecue grills—charcoal, gas and electric—show that another record was reached by the industry in 1981. The data, released in mid-April by the Barbecue Industry Assn., showed a two percent increase in unit sales; thereby reaching an all-time record of 12,075,616 units. This compares with sales of 11,844,914 in 1980, an increase of 230,702 grills.

Estimated charcoal grill sales, including imported hibachis and all domestic output, rose to a new record of 10,229,045.

Estimated gas grill sales, including table and stand-up models, reached 1,737,351—up 149,931 from the 1980 record of 1,587,420.

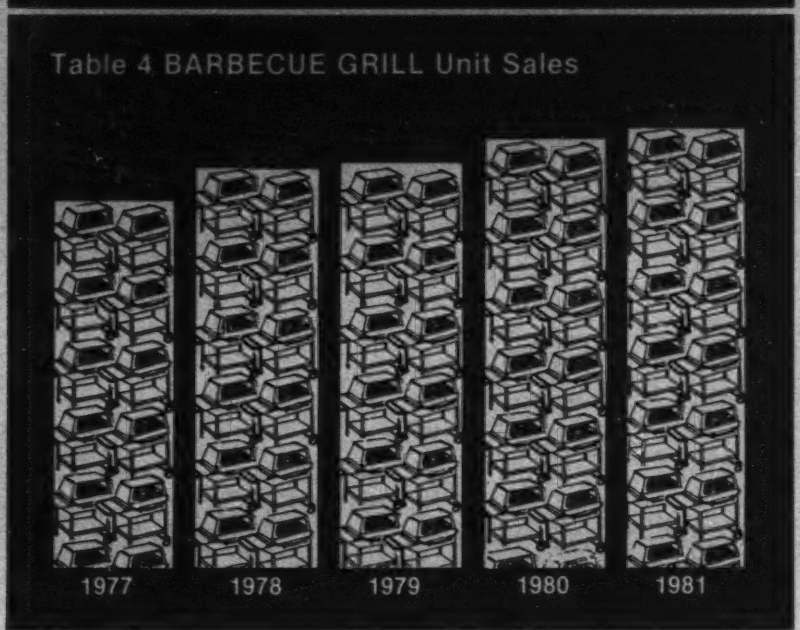
continued...

Table 1 UNIT SHIPMENTS AND DOLLAR VALUE, 1980 and 1981

	1980		1981	
	Units	Dollars	Units	Dollars
Gas	1,587,420	162,435,925	1,737,351	183,476,221

Table 2 TOTAL ESTIMATED DOLLARS SPENT IN BARBECUES – 1981

Charcoal briquets	279 million
Tools & Equipment	23 million



Barbecue

...continued

In the electric grill category, movement also was reported up with sales of 109,220 compared to 99,190 the prior year.

The board of directors of the Barbecue Industry Assn., at its 1982 annual convention, acted to expand its membership to include many related industries; and to combine their efforts toward one goal: more consumer use of outdoor cooking equipment and supplies. Initially formed to represent the manufacturers of charcoal briquets, the association later added charcoal grill manufacturers to its membership roster.

The BIA next added manufacturers of gas and electric grills, followed by the manufacturers of grill lighters and accessories. The board now has moved to unite the joint efforts of these hardlines manufacturers with the outdoor-cooking marketing initiatives of food and grocery product companies in order to expand the market.

The link to lawn and garden

The relationship of consumer expenditures for barbecue grills and other patio-living products to expenditures for lawn and garden products and activities was outlined in a report by **Lawn & Garden Marketing.** Speaking for this publication was I. Jerrold Johnson, who reported on trends of population growth in the Sun Belt; and in suburban and small towns near large cities. Wally Simmons, speaking for *Sunset* magazine, said there is a rolling wave of population coming into the prime of life (20-49 age group) in the 1980s and that this surge in adult population will provide marketers with the greatest challenge ever. He described container gardening and lot-line living as concepts pioneered in the West and passed along to the rest of the country. These concepts include designing and furnishing the garden as an outdoor room.

Consumer media programs

It was reported to the manufacturers that total impressions for the 1981 market promotion campaign represented better than 20 percent growth over 1980. Since 1981 had been positioned as a "maintenance year" rather than a growth year, the achievement of 612 million impressions (compared to 505 million in 1980) showed exceptional support and belief in the barbecuing lifestyle by the consumer media.

The association's efforts succeeded in getting 11 states to declare May as National Barbecue Month.

The BIA estimates that total annual consumer dollars spent on barbecuing add up to $4.34 billion with $3.6 billion being for food and grocery items and the balance for equipment and accessories. (See Table 2.)

The estimate is that over 105 million grills are owned by the country's 73 million barbecuing households.

The Barbecue Industry Assn., Naperville, Ill., is managed by Arthur W. Seeds, president. □

C4725-2

AUGUST, 1982

It's Showtime . . .

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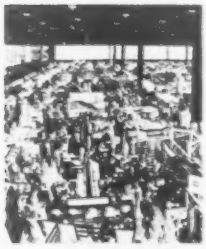
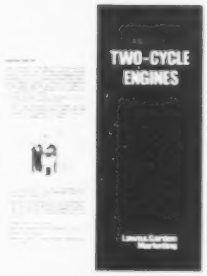


4 Small gains for 1982, 1983. From the OPEI annual meeting, a long hard look at what's ahead for the power equipment industry.

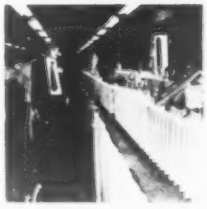
15 The 8 big cities. Hosting the eight big shows are cities noted for diverse attractions and cordial hospitality.

30 The 8 big shows. Lists of major exhibitors indicate at which national and regional shows their wares will be displayed "ready for business."

60 Product Movement Report. Retailers give data on eight product categories.



70A ABC's of the two-cycle engine. Graphically illustrated insert, first of a series, designed to pull out and use for ready reference.



88 New products expo. An array of products to be presented to the industry at the National Hardware Show New Products Exposition.

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Coming in September: The New Mowers, part 3, describes distributor, dealer and consumer reaction to the CPSC-mandated "compliance mowers." Selling the Sun Belt: The Capel Klang Story. In multi-parts, the many facets of a lawn and garden distributor giant. ABC's of Insecticides: the second in LGM's product knowledge series.

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OPE outlook

First, a decline; then a powerful tide

Declining sales, liability claims and imports are "now" concerns of OPEI members; but at their annual meeting they also had a tantalizing glimpse of "a powerful tide" of suburban markets in the 1980's.

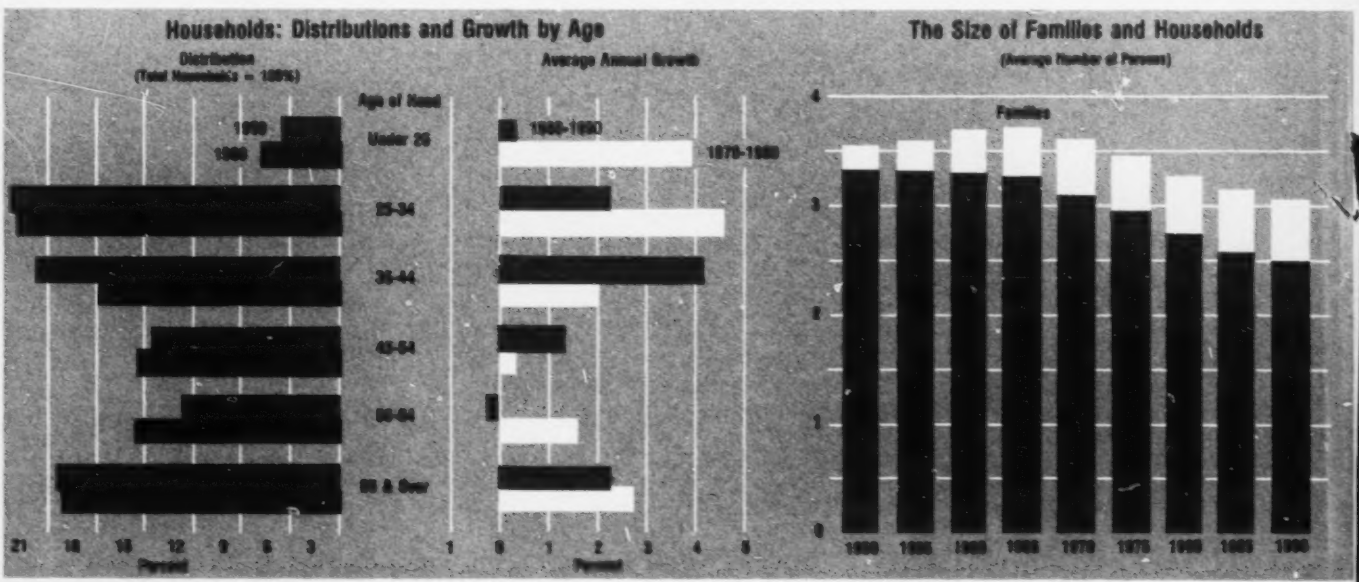
Mark C. Rostvold, director, consumer products marketing, Deere and Company, presented the 1983 industry outlook during the annual meeting of the OPEI.

Industry shipments – five model years

	Actual 1979 (000 units)	Actual 1980 (000 units)	Actual 1981 (000 units)	Projected 1982 (000 units)	Forecast 1983 (000 units)
Riding Garden Tractors	254	220	151	152	156
(% change)	+3	−13	−31	+.7	+3
Lawn Tractors/Riding Mowers	858	808	620	628	648
(% change)	+14	−6	−23	+1	+3
Walk-Behind Power Mowers	5,900	5,700	4,600	4,800	4,700
(% change)	+9	−3	−19	+4	−2
Walk-Behind Tillers	571	667	501	507	506
(% change)	−8	+17	−25	+1	–

SOURCE: OPEI survey of members in April, 1982. Data based on responses from 29 companies.

Demographic trends "working for us"



Source: The Conference Board, Consumer Research Department

The above data, and other tables of economic and demographic projections, were presented to OPEI members by Fabian Linden to help them evaluate future markets.

FRAZIER AND FRIENDS PANEL— An OPEI convention innovation was this panel discussion by component suppliers, monitored by Warner Frazier, center, the new president of the associaiton. The panelists were: (left to right) Michael E. Bukaty, Wescon Products; John F. Gray, Southern Mills; James M. Kadous, Whirltronics; and, James F. Sullivan, Briggs & Stratton Corp.

■The annual industry outlook conducted by the Outdoor Power Equipment Institute includes the projection that shipments of walk-behind mowers for the current model year will show a slight increase over the 1981 model year, but will drop again in 1983.

The industry outlook is one of the featured presentations of the annual meeting of the OPEI, where members unite to evaluate markets, government regulations and other common interests.

The forecast for lawn tractor riding mower shipments represented a three percent gain from the projected shipment of 628 thousand units for the current model year. The projections for the current model year called for slight increases in shipments of riding garden tractors, lawn tractors/riding mowers, and walk-behind tillers.

The projections for the shipments for the current year and the forecast for 1983 were based on a survey conducted among OPEI member companies in April of this year. Twenty-nine responses were averaged to obtain the data presented in the table.

The meeting of the OPEI, at the La Costa Hotel & Spa, Carlsbad, Calif., was held in late June, on the eve of the implementation of the new CPSC regulations governing design of walk-behind mowers.

OPEI role cited

Dennis Dix, executive director of the OPEI, reminded the assembled members that despite the burden imposed by the new mandatory safety measures, they should not overlook two major victories the past year: the date for implementation of the standard was delayed for six months—to June 30, 1982: and they were given a third option—the extended rope start as a means to comply with the new regulation. Prior to the extended rope start, they had only two higher-cost options—the blade-brake clutch and the electric alternator starter.

Dix asked the OPEI members to cooperate in an industry effort to control product liability costs, and in providing information on types of mowers they will be producing to meet the safety standard.

Concern about liability

Tom Shannon, legal counsel for the OPEI, warned the members that in the consumer area, claimants' attorneys may be trying to match one safety device against the other, or to compare the non-compliance mowers and the compliance mowers. "We don't want to get into a situation where we will be whipsawed between the old and the new," he said. "The small and middle-size retailer is going to pass liability cases back to the manufacturer, and the manufacturer will involve the component makers. The component makers should be sure that the product is well-engineered." He added that the repairman who installs a component will be liable if he installs a faulty component, but eventually the case would be "backed up to the manufacturer."

He told the manufacturers that the retailers and the consumers should be advised that to attempt to bypass the safety system on mowers "is a dangerous thing to do. You've got to warn them against it."

The number of product liability cases in federal courts has tripled in the last five years, Shannon said. He stressed these additional points: the OPEI plans to establish a library on product liability cases; product liability is so complex that manufacturers should seek out experienced specialists in product liability cases; he supports a uniform act governing product liability to replace the diverse state laws now in place.

Chairperson Steorts speaks

The CPSC will start a survey of compliance mowers in 1983 to evaluate consumer attitudes regarding the new units. Results of the survey will have an effect on the 2-year amendment on the mandatory standard.

The chairperson of the CPSC, Nancy Harvey Steorts, told the manufacturers: "A major new direction I will encourage by the CPSC is product safety education." She said that previously the emphasis had been on product recall. An example of safety education was the campaign during the last Christmas shopping season when toy manufacturers joined in development of a program encouraging shoppers to get "the right toy for the right child."

"We developed a program in January and February on the proper use of wood-burning stoves, in conjunction with the Wood Heating Alliance. I have totally changed our office of information. I have put in a director of public affairs for outreach to the media. We can start changing consumer behavior. It is truly working," Steorts said.

"We will do everything we can to help develop voluntary standards. But, if industry is unwilling or unable to correct problems, we will take action on mandatory standards." She said that the CPSC's current budget of $32.9 million is too little. "But, I think we can do a lot. If they (the commissioners) want to get re-authorized, they've got to get their priorities in order. I've got the trump card: re-authorization."

As an example of current actions that the CPSC has taken, the chairman mentioned the recent CPSC-

continued...

authorized recall of tillers marketed by Sears and Roper.

There was some discussion at the meeting of the Reagan administration's abolishing the CPSC and delegating its work to the Department of Commerce or other department.

OPEI members knowledgeable about the Washington scene are watching closely to see who will replace David Pittle, one of the original members of the board, whose term is expiring. Pittle, they say, has been a powerful influence on the board. He will take a position with Consumers Union when he leaves the CPSC, it was stated. An engineer, Pittle has been biased against the extended rope start (ERS). That is the lowest cost design that permits mowers to comply with the 3-second blade stop. Equipping the mower with a blade-brake clutch or an electric restart system will add considerably more to the price of a mower than adding an ERS.

Component suppliers as panelists

Warner C. Frazier, the newly elected president of the OPEI, was the moderator of a panel of component suppliers who took a look at issues and opportunities facing the industry. The consensus seemed to be that they are expecting a "replenishment and replacement market" rather than a growth market. They foresee increased operating costs, much of it due to increased energy costs.

Fifty percent of the component controls for outdoor power equipment manufactured in the United States are imports from Taiwan and India. "In the aftermarket, we can't compete with their dollar-an-hour people when we are paying $7 and $8 labor for wiring and other controls," said one of the panelists.

It was stated that American Honda has set up warehouses with six or seven men working out of each, using one-step distribution to sell to key accounts: landscapers, rental yards, service centers; and, that to compete with this strategy, more manufacturers will have to eliminate steps in distribution.

"We don't think they're only after the higher-end lawn mower market. We think they (Honda salesmen) will be walking into the mass retailers within two or three years," said one of the panelists, James F. Sullivan, vice president sales, Briggs & Stratton Corp.

Another issue discussed by the panelists was the difficulty in forecasting the quantities of components and of equipment to produce. "People want to live from hand-to-mouth, therefore it is harder to predict (production needs)." said Frazier.

Suburban growth: a powerful tide

The executive director of the Consumer Research Center of The Conference Board, Dr. Fabian Linden, told the manufacturers that the 1980's will be a period of rapid household formations and that growth of the suburbs will continue to be a "powerful tide" in the next 10 years.

Linden admits that these are not "times that encourage optimistic economic expectations; but due to the swelling numbers of new family formations, as we look beyond our immediate troubles, the future does seem promising."

And, the concluding conference of the annual meeting was on "People Productivity in the Real World." The speaker, Barry H. Minkin, a management consultant of SRI International, took a world view in speaking to the manufacturers: "I consult and advise the Japanese, the Europeans, the Latin Americans; and I think we have tough times ahead. He said he would share his "tool kit" that he uses to help nations and corporations improve human relations and productivity. "People" is a management area that often is taken for granted, he stressed, urging better understanding of factors that motivate personnel.

Minkin concluded on this upbeat note, "We're still the most productive country in the world even though our increase in productivity has slowed. We *can* get stuff out the door." □

A report on the new officers heading the OPEI is included in Power Equipment Highlights in this issue.

Regulatory Policy Restated

Nancy Steorts

The following comments by Chairperson Steorts before the OPEI members underscored her commitment to "responsible regulatory reforms."

"We will give industry every reasonable opportunity to address product safety problems itself, but when there are serious problems and industry is unwilling or unable to correct them, it becomes our responsibility to take action that will protect consumers from unreasonable risks.

"In a meeting I had with Vice President Bush in April, he emphasized the Administration's commitment to responsible regulatory reforms. He encouraged voluntary standards development, but acknowledged that he would support the promulgation of mandatory standards, if mandatory standards are necessary. He stressed that our present Administration will regulate – but will do it better and more fairly...

"The Commission routinely attempts to obtain remedial action voluntarily from firms. If voluntary cooperation is not forthcoming, then the Commission uses its mandatory authority. For example, the Commission recently authorized its staff to issue an administrative complaint against Sears, Roebuck and Co., a Chicago-based firm, and Roper Corp., a manufacturer located in Illinois. The staff is seeking a determination that certain roto-tillers manufactured and distributed by those firms present a substantial product hazard. The staff also has alleged that the firms failed to timely report information required under Section 15 of the Consumer Product Safety Act.

"Charges in the complaint will be heard before an administrative law judge and the decision, of course, may be appealed to the Commission.

"Fortunately for all concerned – the consumer, the businessman, the Commission – such action as I've just described is extremely rare. Our authority encourages businesses to move on their own to improve the product safety climate by adopting and adhering to voluntary safety standards and by detecting and immediately correcting defective products. And we've been fortunate in working with a number of firms in an extremely cooperative atmosphere...."

Product Movement Report

Data presented here show how retailers rate the 1982 Spring selling season compared to the 1981 season. The numbers represent percentage of retailers reporting sales up or down, and do not represent percentages of changes in sales volume.

■The number of retailers reporting sales of lawn and garden products in the season just completed as being "about the same" as the 1981 spring selling season indicates a relatively flat sales curve for the year. However, there were more retailers reporting increased sales than reported decreased sales in seven of the eight key product categories measured.

For the majority of those responding to the survey, sales volume was either increased, or "about the same," compared to 1981, for these product categories: lawn fertilizer, grass seed, packet seed, garden tools, walk-behind mowers, riding mowers/garden tractors, and power equipment replacement parts.

The data show that there even was a boom in sales of replacement parts for outdoor power equipment, in all parts of the country.

Rotary tillers was the only product category that showed decreased volume. Thirty-five percent of the respondents in the survey said sales of tillers were down and only six percent said sales were up. Twenty-seven percent of the respondents said that tiller sales were down 20 percent or more.

Wide gain for packet seeds

But sales of packet seeds were up substantially, indicating the continuing boom in vegetable gardening: nationwide, 42 percent of the respondents said that packet seeds sales were up, and only four percent said they were down. The North Central states' retail respondents reported the most consistent sales growth in this category. The sales of garden tools was flat across the country, with the regional breakdown for those reporting sales "about the same" being as follows: Northeast, 60 percent; North Central, 38 percent; South, 44 percent; and West, 50 percent.

Rain helps mower sales

The unusually heavy and regular rainfall in many markets helped to spur the sales of mowers; and both walk-behinds and riders showed some increase. With 26 percent of the retailers of walk-behinds reporting an increase in sales and only 16 percent reporting a decrease, and 33 percent reporting sales as "about the same," there is good reason to expect that dealer inventories are being reduced. The price resistance that the consumer has been putting up against all higher ticket items is reflected in the sales of riding mowers and lawn tractors, but according to data from this survey, the riders and lawn tractors fared slightly better, overall, than they did in 1981. (No attempt was made to obtain data on sales of garden tractors, but other sources report that sales are down this year, compared to 1981, due to consumer price resistance.) Also, in the survey, many respondents listed garden tractors as a product category that had sales below expectations.

continued...

Despite these comments, however, there have been reports of good sales of these high-ticket items by some companies and in some geographical areas. And, even though tiller sales are down, in general, one home center chain reports that sales of a new line of rear-tine tillers are good despite the fact that it carries a higher retail price.

The problem-solving products, like gypsy moth control products in the Northeast, continued to yield good sales volume this year, judging from items listed by respondents as producing "exceptionally good sales." □

Percentage of Retailers Reporting Change

Spring '82 vs. Spring '81

		Total	Northeast	N. Central	South	West
Lawn Fertilizer	Up	22.8%	25.9%	21.4%	21.1%	24.2%
	Same	33.3	36.2	37.2	26.3	36.4
	Down	18.2	20.7	15.7	13.2	30.3
Grass Seed	Up	22.3	31.0	22.9	18.4	15.2
	Same	35.9	39.7	40.0	26.3	42.4
	Down	15.6	17.2	12.9	13.2	24.2
Packet Seed	Up	42.3	37.9	51.6	34.8	45.5
	Same	35.9	41.4	20.7	39.1	54.5
	Down	4.4	6.9	7.0	.....	.....
Garden Tools	Up	23.1	20.0	19.1	26.5	31.8
	Same	48.2	60.0	38.1	44.1	50.0
	Down	13.3	11.1	14.2	14.7	13.6
Walk-behind Mowers	Up	26.4	28.6	31.5	22.9	16.7
	Same	33.0	26.8	31.5	37.4	36.6
	Down	16.1	19.6	13.1	16.8	16.7
Riding Mowers/Lawn Tractors	Up	24.8	22.5	29.1	23.6	15.8
	Same	25.2	25.0	29.1	19.4	31.5
	Down	21.9	22.5	21.5	25.1	10.6
Rotary Tillers	Up	6.1	7.4	2.0	6.7	25.0
	Same	35.3	18.5	41.1	43.3	25.0
	Down	35.3	33.3	37.3	30.0	50.0
Replacement Parts (OPE)	Up	64.7	77.8	60.8	63.4	50.0
	Same	31.0	22.2	33.3	33.3	37.5
	Down	1.8	.....	3.9	.....	12.5

New data on foliage markets

A FOREIGN MARKET DEVELOPMENT REPORT, "European Market Potential for United States Tropical Ornamental Foliage Plants," has been completed through the Florida Nurserymen and Growers Assn. and the U.S. Department of Agriculture, Foreign Agriculture Service. It was written by FNGA's Executive Vice President Charles W. Dunn.

Initiated by the FNGA Foliage Division about one year ago, the report is part of a promotional effort by the association and the USDA/FAS to expand international marketing opportunities for the United States/Florida tropical ornamental plant products.

The report states that "While there is interest in this plant material, quality and continuity of supply would be key elements in successfully developing this market in the European marketplace." Contents also include sections on organization of the European market survey, survey findings (including economic conditions affecting European producers, purchases and preferences of European consumers, governmental regulations and relations and potential for U.S./Florida growers), the European horticultural industry, U.S. nursery industry, Florida nursery industry; and Holland, focal point of international horticulture trade.

THE 1979 CENSUS OF HORTICULTURAL SPECIALTIES, recently released, shows that goings-on in the plant industry have taken some interesting twists, according to Alvi O. Voigt, marketing specialist, cooperative extension service, U.S. Department of Agriculture, Pennsylvania State University.

The accompanying table shows foliage in last place in 1959, with a 9.6 percent share of the market. In 1970 it had an even lower share of 8.4 percent, but it increased more than twelve-fold from 1970 to 1979. It then became number one in the industry with a 30.6 percent share in 1979.

The industry rate-of-advance from 1959 to 1970 was 70 percent. The seventies saw the total industry climb more than three-fold (234%), unadjusted for inflation. The outstanding increase was for foliage. Daily and weekly sales of foliage increased throughout the year, in convenient locations and other outlets, at cash-and-carry prices and highly-serviced prices, in small 2¼ unit sales and for large plantscaping jobs, and to a variety of customers, especially young people, who are becoming more appreciative of nature and their environment.

Bedding plants had increased sales for many of the same reasons. Bedding represents about a two-month season, not year around as for foliage, which means bedding has done the best ($285,520,000 divided by two months is $142,760,000 per month, versus foliage's $466,913,000 divided by 12, which averages $38,909,417 per month). Bedding plants also have two markets, flowers and vegetables, each exhibiting strong demand, but having distinctly different market behavior. Flowering bedding plants probably have better, steadier potential, according to Voigt.

U.S. floricultural production (Producer value in thousands of dollars)

	1959	(Percent Share)	1970	(Percent Share)	Percent Change '59-'70	1979	(Percent Share)	Percent Change '70-'79
Pot Plants	$ 64,469	(25.9)	$125,826	(27.6)	+81%	$418,007	(27.4)	+232%
Cut Flowers	140,207	(52.3)	229,944	(50.5)	+64	353,415	(23.2)	+54
Bedding Plants	32,844	(12.2)	61,627	(13.5)	+88	285,520	(18.7)	+363
Foliage	25,607	(9.6)	38,376	(8.4)	+50	466,913	(30.6)	+1117
Totals	$268,127	(100%)	$455,773	(100%)	+70%	$1,523,855	(99.9%)	+234%

September 30, 1982

Lawn&Garden Marketing

11/8/82
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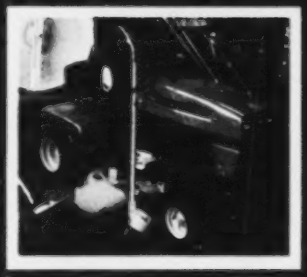
SOURCE BOOK

The 1982-83 buyer's directory and reference issue for lawn, garden, patio, and leisure living products.



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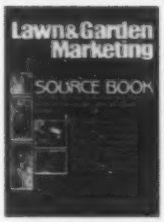

SOURCE BOOK

About the cover: The quick-reference cover gives users of the Source Book easy access to information about the products and companies they are seeking. For a more detailed guide to products, see listings below.

Eight Product Sections

26 Power Equipment. This section includes the basics – all power equipment, including gasoline and electric powered equipment and tools. It also incorporates equipment parts and accessories, and tools and supplies for equipment maintenance shops.

32 Non-Power Tools. A complete listing of home gardeners' and lawn care tools, including some non-powered wheel goods.

33 Watering Products. This section includes conventional hose, sprinklers and accessories plus drip-, trickle- and underground irrigation components and systems.

34 Packaged Products. Chemicals, fertilizers, potting soil, soil amendments, mulches, etc. are included here.

37 Nursery Goods – All types of green goods: plants, seed, sod and bulbs.

38 Maintenance Accessories. A wide selection of aids for home landscaping, gardening and patio living.

39 Indoor Products. Accessories and supplies for indoor plants and indoor gardening, as well as Christmas lights and other decor items are listed here.

40 Patio and Ornamental Products. Items to equip the patio and outdoor areas for eating, entertaining are listed including cooking equipment and decorative products.

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COMPANIES, ASSOCIATIONS, EVENTS

Trade Associations. Includes national and regional associations serving manufacturers and growers, retailers and wholesale distributors ... page 8

Calendar of Events. A listing of national, regional and international trade events through October, 1983 ..... page 16

Manufacturers and Growers (company addresses) ..... page 42

Wholesale Distributor Listings (50 States and Canada). Includes specialty wholesalers – lawn and garden, power equipment, chemicals and fertilizers, hardware ..... page 52

Postmaster: Return form 3579 to Lawn & Garden Marketing, P.O. Box 12942, Overland Park, KS 66212-0930.

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WEATHER

Average Percentage of Possible SUNSHINE

Data through 1977	Yrs.	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Ann.
Montgomery, Ala.	27	48	54	57	65	66	66	63	66	63	66	56	50	59
Anchorage, Al.	24	42	44	55	52	53	48	45	42	41	40	38	33	46
Flagstaff, Ariz.	4	75	72	69	84	89	90	75	81	82	78	77	78	81
Phoenix, Ariz.	82	78	80	83	88	93	94	85	85	89	88	84	77	86
Little Rock, Ark.	32	46	54	57	61	68	73	71	73	68	69	56	48	63
Los Angeles, Calif.	32	69	72	73	70	66	65	82	83	79	73	74	71	73
San Diego, Calif.	37	72	72	71	65	58	56	87	69	68	67	74	71	67
San Francisco, Calif.	38	56	62	69	73	72	73	66	65	72	70	62	53	67
Denver, Colo.	28	72	71	70	66	65	71	71	72	74	73	66	68	70
Washington, D.C.	29	49	52	56	58	59	64	63	63	62	59	52	47	58
Key West, Fla.	19	72	76	82	85	80	73	77	77	71	70	72	73	76
Tampa, Fla.	31	65	67	71	74	74	65	61	59	60	64	65	62	66
Atlanta, Ga.	42	48	54	57	66	68	67	62	65	63	67	59	50	61
Honolulu, Hawaii	25	63	65	68	66	69	70	73	75	74	67	60	59	67
Chicago, Ill.	35	44	47	52	54	61	67	70	68	63	61	41	38	57
Indianapolis, Ind.	34	42	51	52	56	62	67	70	71	66	64	43	40	58
Des Moines, Iowa	27	51	54	54	56	60	67	72	69	64	63	50	45	60
Louisville, Ky.	30	42	47	51	55	62	66	66	68	64	62	47	40	57
New Orleans, La.	4	47	55	53	59	58	69	58	55	63	68	53	53	60
Baltimore, Md.	27	52	55	55	56	57	62	65	62	60	59	51	48	57
Boston, Mass.	42	54	56	57	57	59	63	66	67	63	61	51	52	60
Detroit, Mich.	32	32	43	49	52	59	65	70	65	61	56	35	32	54
Minneapolis, Minn.	39	50	57	54	56	59	63	71	67	61	57	39	40	58
Kansas City, Mo.	5	62	61	65	72	74	76	82	68	57	64	53	59	67
St. Louis, Mo.	18	54	53	56	57	62	68	72	65	63	63	49	43	59
Great Falls, Mont.	35	48	57	67	62	64	65	80	77	68	61	46	45	63
Omaha (North), Neb.	41	55	55	55	58	62	68	75	72	67	67	52	49	62
Las Vegas, Nev.	28	78	81	83	86	88	92	87	88	92	86	81	78	86
Atlantic City, N.J.	17	50	51	53	55	55	58	60	63	58	56	49	43	55
Albuquerque, N.M.	38	73	73	74	76	80	83	76	76	80	79	78	72	77
Albany, N.Y.	39	46	51	52	53	55	59	63	61	56	52	36	38	53
New York, N.Y.	100	50	55	56	59	61	64	65	64	63	61	52	49	59
Charlotte, N.C.	27	55	60	63	70	69	70	69	70	68	69	63	58	66
Bismarck, N. Dak.	38	54	55	60	59	63	64	76	73	65	59	45	47	62
Columbus, Ohio	26	37	42	44	52	58	61	63	63	61	57	38	31	52
Oklahoma City, Okla.	23	59	61	63	63	65	73	75	77	69	68	60	59	67
Portland, Ore.	28	25	36	43	50	55	52	69	63	59	41	29	20	48
Philadelphia, Pa.	35	51	54	56	57	57	62	63	63	59	59	52	49	58
Pittsburgh, Pa.	42	26	31	40	45	50	53	53	50	52	45	30	23	42
Charleston, S.C.	19	57	61	66	71	71	66	67	64	62	67	65	59	65
Rapid City, S. Dak.	35	55	60	61	59	57	61	72	73	68	66	56	54	62
Memphis, Tenn.	27	49	55	57	64	70	74	73	76	69	71	58	50	65
Austin, Texas	36	49	53	55	53	57	69	76	75	67	65	57	51	61
El Paso, Texas	35	78	82	85	87	89	89	79	80	82	84	83	78	83
Houston, Texas	8	45	56	45	52	59	65	67	62	60	61	55	55	57
Salt Lake City, Utah	40	48	56	64	67	73	79	84	83	84	73	54	45	70
Burlington, Vt.	34	42	48	51	51	56	60	65	62	54	50	30	33	51
Richmond, Va.	27	51	56	59	63	63	66	65	64	63	59	56	51	60
Seattle, Wash.	31	28	34	42	47	52	49	63	56	53	37	28	23	45
Milwaukee, Wis.	37	45	47	51	54	59	64	71	67	60	56	41	38	56

Source: U.S. Dept. of Commerce Comparative Climatic Data

Your source for over 4,000 replacement parts for lawnmowers, chain saws, and small engines.

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Wheels, Tires & Accessories
Chain, Centrifugal Clutches & Sprockets
Belts, Pulleys & Idlers
Monofilament Heads & Line
Blades, Tips & Edger Blades
Grass Bags & Catchers
Blade Adapters & Accessories
Edger Shafts & Pulleys
Mufflers & Deflectors
Spark Plugs, Boots & Shorting Clips
Starter Rope & Handles
Starter Springs & Accessories
Fuel Line, Fittings & Filters
Air Filters, Foam & Paper
Carburetor Kits & Diaphragms
Internal Engine Parts
Lawnmower & Tractor Seats
Ignition & Tune-Up Kits
Solid State Ignition
Shop Tools & Accessories
O.E.M. Cross Reference
Chain Saw Carburetor Repair Parts
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Chain Saw Shop & Work Accessories
Chain Saw Files

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Want these extra sales and profits? Contact your Wright-Bernet wholesaler or us.

WRIGHT BERNET
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Circle (6) on Reply Card

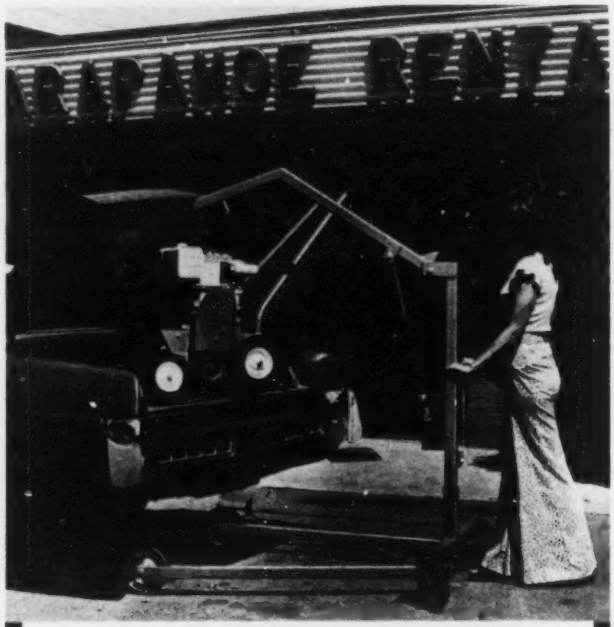
WEATHER

1982-83 snowfall predictions

CITY	FIRST SNOWFALL 1982 Month, Day	LAST SNOWFALL 1983 Month, Day	TOTAL SNOWFALL 1982/83
Anchorage, Alaska	Oct. 1	Apr. 9	68.7
Flagstaff, Arizona	Oct. 31	Apr. 14	107.1
Colorado Springs, Colo	Oct. 23	Apr. 7	33.8
Denver, Colo.	Oct. 15	Apr. 11	65.7
Grand Junction, Colo.	Nov. 9	Mar. 27	19.2
Bridgeport, Conn.	Nov. 7	Apr. 4	21.2
Hartford, Conn.	Oct. 20	Mar. 29	41.2
Wilmington, Delaware	Nov. 6	Apr. 3	17.2
Washington, D C.	Nov. 6	Mar. 31	17.8
Boise, Idaho	Nov. 22	Mar. 28	18.8
Chicago, Illinois	Nov. 6	Apr. 7	40.3
Moline, Illinois	Oct. 25	Apr. 4	28.5
Peoria, Illinois	Nov. 7	Apr. 8	26.8
Rockford, Illinois	Oct. 21	Apr. 6	31.3
Springfield, Illinois	Nov. 8	Apr. 8	24.9
Fort Wayne, Indiana	Oct. 26	Apr. 4	38.1
Indianapolis, Indiana	Nov. 1	Apr. 5	24.5
South Bend, Indiana	Oct. 18	Apr. 3	82.1
Des Moines, Iowa	Oct. 23	Apr. 4	32.3
Sioux City, Iowa	Oct. 24	Apr. 3	29.0
Waterloo, Iowa	Oct. 20	Apr. 3	29.2
Topeka, Kansas	Nov. 6	Apr. 9	16.6
Wichita, Kansas	Nov. 12	Apr. 11	11.5
Lexington, Ky.	Nov. 22	Apr. 1	12.3
Louisville, Ky.	Nov. 7	Apr. 17	12.7
Caribou, Maine	Oct. 1	Apr. 10	140.1
Portland, Maine	Nov. 4	Apr. 1	90.8
Baltimore, Maryland	Nov. 6	Apr. 3	16.8
Boston, Mass.	Nov. 5	Apr. 6	38.0
Worcester, Mass.	Oct. 22	Apr. 3	89.3
Detroit, Mich.	Oct. 19	Apr. 9	42.7
Flint, Mich.	Oct. 11	Apr. 12	44.3
Grand Rapids, Mich.	Oct. 19	Apr. 7	87.8
Houghton Lake, Mich.	Oct. 10	Apr. 9	110.0
Lansing, Mich.	Oct. 11	Apr. 11	47.1
Sault Ste. Marie, Mich.	Oct. 4	Apr. 8	145.0
Duluth, Minn.	Oct. 2	Apr. 8	91.9
International Falls, Minn.	Oct. 2	Apr. 5	59.3
Minneapolis-St. Paul	Oct. 20	Apr. 6	43.6
Rochester, Minn.	Oct. 16	Apr. 11	41.1
Columbia, Missouri	Nov. 8	Apr. 9	22.5
Kansas City, Missouri	Nov. 8	Apr. 8	18.0
St. Louis, Missouri	Nov. 16	Apr. 1	20.9
Springfield, Missouri	Oct. 29	Apr. 9	17.8
Billings, Montana	Oct. 5	Apr. 16	55.6

Snowfall listed in inches

continued on page 12



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BlueBird® International

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Snowfall predictions

continued from page 6

CITY	FIRST SNOWFALL 1982 Month, Day	LAST SNOWFALL 1983 Month, Day	TOTAL SNOWFALL 1982/83
Great Falls, Montana	Oct. 13	Apr. 2	56.3
Helena, Montana	Oct. 15	Apr. 6	39.9
Missoula, Montana	Oct. 20	Mar. 27	40.8
Grand Island, Nebraska	Oct. 24	Apr. 5	27.3
Lincoln, Nebraska	Oct. 24	Apr. 6	24.1
Omaha, Nebraska	Oct. 24	Apr. 8	23.8
Scottsbluff, Nebraska	Oct. 14	Apr. 9	31.7
Reno, Nevada	Oct. 15	Apr. 7	20.0
Concord, New Hampshire	Oct. 30	Apr. 3	64.3
Mt. Washington, N.H.	Oct. 7	Apr. 16	219.2
Atlantic City, N.Y.	Oct. 30	Apr. 16	12.3
Newark, N.J.	Nov. 1	Apr. 3	25.7
Albany, N.Y.	Nov. 3	Apr. 2	62.2
Binghamton, N.Y.	Oct. 15	Apr. 8	94.3
Buffalo, N.Y.	Oct. 10	Apr. 14	105.4
New York City, N.Y.	Nov. 11	Apr. 6	25.6
Rochester, N.Y.	Oct. 19	Apr. 5	94.9
Syracuse, N.Y.	Oct. 15	Apr. 10	115.1
Asheville, N.C.	Nov. 26	Mar. 29	17.1
Charlotte, N.C.	Dec. 27	Mar. 23	5.1
Greensboro, N.C.	Dec. 16	Apr. 1	9.9
Raleigh, N.C.	Dec. 27	Mar. 23	6.9
Bismarck, N.D.	Oct. 20	Apr. 1	35.4
Fargo, N.D.	Oct. 13	Apr. 3	32.3
Akron-Canton, Ohio	Oct. 18	Apr. 7	48.7
Cincinnati, Ohio	Nov. 3	Apr. 8	21.5
Cleveland, Ohio	Oct. 18	Apr. 6	59.8
Columbus, Ohio	Oct. 24	Apr. 6	29.7
Dayton, Ohio	Oct. 22	Apr. 7	27.4
Mansfield, Ohio	Oct. 18	Apr. 3	44.9
Toledo, Ohio	Oct. 19	Apr. 5	41.0
Youngstown, Ohio	Oct. 18	Apr. 10	54.7
Oklahoma City, Okla.	Nov. 26	Apr. 7	7.2
Tulsa, Okla.	Dec. 2	Apr. 6	6.3
Eugene, Oregon	Nov. 30	Mar. 28	4.8
Medford, Oregon	Dec. 5	Mar. 26	5.8
Portland, Oregon	Dec. 12	Apr. 13	4.7
Salem, Oregon	Nov. 16	Mar. 23	4.4
Allentown, Pa.	Oct. 30	Apr. 2	31.3
Wilkes, Barre, Scranton, Pa.	Oct. 24	Apr. 4	50.2
Erie, Pa.	Oct. 8	Apr. 14	100.2
Harrisburg, Pa.	Nov. 6	Mar. 31	34.3
Philadelphia, Pa.	Nov. 5	Apr. 6	20.1
Pittsburgh, Pa.	Oct. 18	Apr. 7	46.1
Providence, R.I.	Oct. 20	Mar. 30	33.6

continued on page 24

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WEATHER

Mean number of days with precipitation 0.01 inch or more

Data through 1977	Yrs.	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Ann.
Montgomery, Ala.	33	11	9	11	8	8	9	12	9	8	5	8	10	108
Anchorage, Al.	13	7	9	8	7	6	8	11	12	14	12	9	11	114
Flagstaff, Ariz.	28	6	6	7	6	4	3	12	11	6	5	5	6	77
Phoenix, Ariz.	38	3	4	3	2	1	1	4	5	3	3	2	4	35
Little Rock, Ark.	35	10	9	11	10	10	8	9	7	7	6	8	9	104
Los Angeles, Calif.	37	6	5	6	4	1	1	.....	1	1	2	3	5	35
San Diego, Calif.	37	6	6	7	5	2	1	.....	.....	1	2	5	6	41
San Francisco, Calif.	41	11	10	10	6	3	1	1	1	1	4	8	10	66
Denver, Colo.	43	6	6	8	9	10	9	9	8	6	5	5	5	86
Washington, D.C.	36	10	9	11	10	11	9	10	9	8	7	8	9	111
Key West, Fla.	29	6	5	5	4	8	12	13	15	16	12	7	7	110
Tampa, Fla.	31	6	7	7	5	6	12	16	17	13	7	5	7	108
Atlanta, Ga.	43	11	10	12	9	9	10	12	9	7	6	8	10	113
Honolulu, Hawaii	28	10	10	9	9	7	6	8	7	7	9	10	10	102
Chicago, Midway Ap Ill.	35	11	10	13	13	12	10	9	8	9	8	10	11	124
Indianapolis, Ind.	38	11	10	13	12	12	10	9	8	8	8	10	12	123
Des Moines, Iowa	38	7	7	10	10	11	11	9	9	9	7	6	7	103
Louisville, Ky.	30	12	11	13	12	11	10	11	8	8	7	10	11	124
New Orleans, La.	29	10	9	9	7	7	10	15	13	10	6	7	10	113
Baltimore, Md.	27	10	9	11	11	11	9	9	10	7	7	9	9	112
Boston, Mass.	26	12	11	12	11	11	11	9	10	9	9	11	12	128
Detroit, Mich.	35	13	12	13	12	12	11	9	9	9	9	11	13	133
Minneapolis, Minn.	39	9	7	10	10	12	12	10	10	9	8	8	9	114
Kansas City, Mo.	5	9	6	11	10	11	9	5	8	10	8	7	8	102
St. Louis, Mo.	20	8	8	11	11	11	9	9	7	9	8	8	10	109
Great Falls, Mont.	40	9	8	9	9	11	12	7	7	7	6	7	8	100
Omaha, Neb.	42	7	7	9	9	12	11	9	9	8	6	5	6	98
Las Vegas, Nev.	29	3	2	2	2	1	1	3	3	2	2	2	2	25
Atlantic City, N.J.	34	11	10	11	11	10	9	9	9	8	7	9	10	114
Albuquerque, N.M.	38	3	4	4	3	4	4	9	10	6	5	3	4	59
Albany, N.Y.	31	12	11	12	12	13	11	11	10	10	9	12	13	136
New York, N.Y.	109	11	10	12	11	11	10	11	10	8	8	9	10	121
Charlotte, N.C.	38	10	10	12	9	9	10	12	9	7	7	7	10	112
Bismarck, N. Dak.	38	8	7	8	8	10	12	9	8	7	5	6	8	96
Columbus, Ohio	38	13	12	14	13	13	11	11	9	9	8	11	13	137
Oklahoma City, Okla.	38	5	6	7	8	10	9	7	6	7	6	5	5	81
Portland, Ore.	37	19	16	17	14	12	9	4	5	7	13	18	19	153
Philadelphia, Pa.	37	11	9	11	11	11	10	9	9	8	7	9	10	115
Pittsburgh, Pa.	43	15	14	15	13	13	12	11	9	9	10	12	14	147
Charleston, S.C.	35	10	9	11	7	9	11	14	13	9	6	7	9	115
Rapid City, S. Dak.	35	7	7	9	10	12	13	9	8	6	5	6	6	98
Memphis, Tenn.	27	10	10	11	10	9	8	9	8	7	6	8	10	106
Austin, Texas	36	8	8	7	8	8	6	5	5	7	6	7	7	82
El Paso, Texas	38	4	3	2	2	2	3	8	7	5	4	2	4	46
Houston, Texas	8	11	6	10	7	8	7	10	11	10	8	8	9	105
Salt Lake City, Utah	49	10	9	10	10	8	6	4	5	5	6	7	9	89
Burlington, Vt.	34	14	12	13	12	13	12	12	12	12	11	14	15	152
Richmond, Va.	40	10	9	11	9	11	10	11	10	8	7	8	9	113
Seattle, Wash.	27	20	16	17	13	10	9	5	6	8	10	18	20	152
Milwaukee, Wis.	37	11	9	12	12	12	11	10	9	9	9	10	11	125

Source: U.S. Dept. of Commerce Comparative Climatic Data

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2 cycle power & rpm. less than 41 lbs.! 225 MPH wallop!
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electric Insect Killer
BACK PACK BLOWER
a portable airblast that cleans up fast everywhere.
NO DRIFT HERBICIDE APPLICATOR
roller flattens weeds to deposit chemicals over greater leaf surface for better, quicker kill. No spray, no drift!
BACK PACK MISTBLOWER
gives fast, even coverage. Sprays to 40 ft. high. 3 & 5 gal. tanks. On shrubs, 10X mix covers ½ acre per gal.
BRUSH CHIPPER
chips up to 3" diam. wood with drumtype rotor. 11 to 18 HP & PTO models.
SPREADER
swath to 60 ft. Holds 7-20 cu. ft. handles seed, sand, all fertilizers
GAS TRIMMERS
nylon line & metal blades
☐ Electric Bugkillers ☐ Trimmers
☐ Blowers ☐ Mistblower ☐ Spreader
☐ Herbicide Applicator ☐ Brush Chipper
Circle card or check boxes and mail ad to:
VANDERMOLEN CORP.
119 Dorse Ave., Livingston, NJ 07039

Circle (19) on Reply Card

WEATHER

SNOWFALL

Average total in inches, including sleet

Data through 1977	Yrs.	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Ann.
Montgomery Ala.	33	0.3	0.1	T	0.0	0.0	0.0	0.0	0.0	0.0	0.0	T	T	0.4
Anchorage, Al.	34	10.8	11.9	9.3	5.7	0.6	0.0	0.0	0.0	0.3	6.6	10.1	14.9	70.2
Flagstaff, Ariz.	28	15.6	14.4	19.7	10.6	2.3	T	0.0	0.0	0.1	2.6	8.4	14.9	88.6
Phoenix, Ariz.	40	T	T	T	T	0.0	0.0	0.0	0.0	0.0	0.0	0.0	T	T
Little Rock, Ark.	35	2.2	1.2	0.6	T	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.9	5.1
Los Angeles, Calif.	37	T	T	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	T	T
San Diego, Calif.	37	T	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	T	T
San Francisco, Calif.	36	T	T	T	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	T	T
Denver, Colo.	43	8.0	7.8	12.7	9.5	1.5	T	0.0	0.0	1.8	3.8	7.7	6.2	59.0
Washington, D.C.	34	4.7	4.9	2.3	T	T	0.0	0.0	0.0	0.0	T	0.7	3.7	16.3
Key West, Fla.	29	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tampa, Fla.	31	T	T	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	T
Atlanta, Ga.	43	0.7	0.4	0.2	T	0.0	0.0	0.0	0.0	0.0	0.0	T	0.2	1.5
Honolulu, Hawaii	31	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chicago, Ill.	35	9.9	8.3	7.5	1.4	T	0.0	0.0	0.0	0.0	0.3	2.9	10.8	41.1
Indianapolis, Ind.	46	5.2	5.0	3.7	0.5	T	0.0	0.0	0.0	0.0	T	2.2	5.0	21.6
Des Moines, Iowa	38	8.5	7.0	6.8	1.6	T	0.0	0.0	0.0	T	0.1	2.7	6.4	33.1
Louisville, Ky.	30	5.4	4.2	3.8	0.2	0.0	0.0	0.0	0.0	0.0	T	1.6	2.4	17.6
New Orleans, La.	31	T	0.1	T	0.0	0.0	0.0	0.0	0.0	0.0	0.0	T	0.1	0.2
Baltimore, Md.	27	5.1	5.9	4.6	0.1	T	0.0	0.0	0.0	0.0	T	1.1	4.4	21.2
Boston, Mass.	42	12.2	11.8	8.1	0.7	T	0.0	0.0	0.0	0.0	T	1.2	8.1	42.1
Detroit, Mich.	38	7.9	7.7	5.4	1.1	T	0.0	0.0	0.0	0.0	T	2.5	7.1	31.7
Minneapolis, Minn.	39	9.2	8.3	10.7	2.5	0.2	0.0	0.0	0.0	T	0.4	5.8	9.0	46.1
Kansas City, Mo.	43	5.9	3.8	3.7	0.7	T	0.0	0.0	0.0	0.0	T	1.1	4.3	19.5
St. Louis, Mo.	41	4.6	4.1	4.4	0.2	T	0.0	0.0	0.0	0.0	T	1.5	3.7	18.5
Great Falls, Mont.	40	10.0	8.3	9.8	7.5	1.4	0.4	T	0.0	1.3	3.0	7.3	8.8	57.8
Omaha, Neb.	42	8.5	7.2	6.7	0.9	0.1	0.0	0.0	0.0	T	0.3	2.5	5.8	32.0
Las Vegas, Nev.	29	1.1	T	T	T	0.0	0.0	0.0	0.0	0.0	T	0.2	0.1	1.4
Atlantic City, N.J.	33	4.9	4.8	3.1	0.2	T	0.0	0.0	0.0	0.0	T	0.4	2.4	15.8
Albuquerque, N.M.	38	2.3	1.8	2.1	0.5	T	0.0	0.0	0.0	T	T	1.2	2.6	10.5
Albany, N.Y.	31	15.0	15.3	12.0	2.5	0.1	0.0	0.0	0.0	0.0	0.1	4.5	16.2	65.7
New York, N.Y.	109	7.6	8.6	5.2	0.9	T	0.0	0.0	0.0	0.0	T	0.9	5.8	29.0
Charlotte, N.C.	38	2.1	1.3	1.1	T	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.7	5.3
Bismarck, N. Dak.	38	7.0	5.9	7.9	3.7	1.0	T	0 0	0.0	0.2	1.3	5.0	6.7	38.7
Columbus, Ohio	30	7.5	5.8	4.9	0.7	T	0.0	0.0	0.0	T	0.1	2.8	5.9	27.7
Oklahoma City, Okla.	38	2.8	2.2	1.7	T	0.0	0.0	0.0	0.0	0.0	T	0.5	1.6	8.8
Portland, Ore.	37	4.2	0.7	0.6	T	T	0.0	0.0	0.0	T	T	0.4	1.5	7.4
Philadelphia, Pa.	35	5.7	5.9	3.7	0.2	T	0.0	0.0	0.0	0.0	T	0.7	4.0	20.2
Pittsburgh, Pa.	43	7.6	6.6	5.9	0.8	T	0.0	0.0	0.0	0.0	0.1	2.6	6.4	30.0
Charleston, S.C.	35	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	T	0.1	0.6
Rapid City, S. Dak.	35	5.4	6.3	9.6	6.2	0.8	0.1	0.0	0.0	0.1	1.7	4.3	4.8	39.3
Memphis, Tenn.	27	2.1	1.2	1.2	T	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.9	5.5
Austin, Texas	36	0.5	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	T	T	1.0
El Paso, Texas	38	1.4	0.8	0.4	T	0.0	0.0	0.0	0.0	0.0	T	1.1	1.0	4.7
Houston, Texas	43	0.2	0.2	T	0.0	0.0	0.0	0.0	0.0	0.0	0.0	T	T	0.4
Salt Lake City, Utah	49	13.2	9.7	10.4	5.0	0.6	T	0.0	0.0	0.1	1.1	6.2	12.0	58.3
Burlington, Vt.	34	17.9	18.0	12.4	3.6	0.2	0.0	0.0	0.0	T	0.2	7.4	19.6	79.3
Richmond, Va.	40	5.2	3.3	2.8	0.1	0.0	0.0	0.0	0.0	0.0	T	0.4	2.1	13.9
Seattle, Wash.	27	3.9	0.8	0.8	T	T	0.0	0.0	0.0	0.0	T	0.5	2.3	8.3
Milwaukee, Wis.	37	12.2	9.0	9.5	1.8	T	0.0	0.0	0.0	T	0.1	3.1	10.2	45.9

Source: U.S. Dept. of Commerce
Comparative Climatic Data

Your customer won't return a D.B. Smith corrosion-proof High-Density polyethylene compressed air sprayer

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150-31 12th AVE., WHITESTONE, NEW YORK 11357

Circle (22) on Reply Card

Snowfall predictions

continued from page 12

CITY	FIRST SNOWFALL 1982 Month, Day	LAST SNOWFALL 1983 Month, Day	TOTAL SNOWFALL 1982/83
Greenville, Spartanburg, S.C.	Dec. 28	Mar. 24	5.3
Rapid City, S.D.	Oct. 19	Apr. 5	31.7
Sioux Falls, S.D.	Oct. 19	Apr. 7	29.6
Knoxville, Tenn.	Nov. 25	Mar. 31	10.3
Memphis, Tenn.	Dec. 3	Apr. 6	3.9
Nashville, Tenn.	Dec. 5	Apr. 2	8.8
Amarillo, Texas	Nov. 11	Apr. 3	12.2
Wichita Falls, Texas	Dec. 14	Apr. 8	4.7
Salt Lake City, Utah	Oct. 25	Apr. 14	67.5
Burlington, Vermont	Oct. 14	Apr. 8	96.2
Lynchburg, Va.	Nov. 20	Mar. 17	17.0
Norfolk, Va.	Dec. 25	Mar. 25	5.6
Richmond, Va.	Nov. 20	Mar. 21	11.0
Olympia, Wash.	Nov. 28	Apr. 5	14.7
Seattle, Wash.	Dec. 2	Apr. 15	9.4
Spokane, Wash.	Oct. 31	Apr. 1	57.2
Charleston, W. Va.	Oct. 18	Apr. 7	30.5
Elkins, W. Va.	Oct. 8	Apr. 5	68.0
Green Bay, Wis.	Oct. 15	Apr. 8	41.3
La Crosse, Wis.	Oct. 23	Apr. 7	35.3
Madison, Wis.	Oct. 19	Apr. 5	37.0
Milwaukee, Wis.	Oct. 22	Apr. 6	47.3
Casper, Wyoming	Oct. 12	Apr. 9	94.1
Cheyenne, Wyoming	Oct. 11	Apr. 10	43.4

Source: The 3rd Jacobsen Snow Almanac

Nine Major Hardware Distributors

ACE HARDWARE CORP.
2200 Kensington Court, Oakbrook, IL 60521
(312) 887-6630

AMERICAN HARDWARE SUPPLY CO.
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(412) 283-4567

BELKNAP INC.
111 E. Main, Louisville, KY 40202
(502) 581-3811

COAST TO COAST STORES
P.O. Box 80, Minneapolis, MN 55440
(612) 935-1711

COTTER & COMPANY
2740 Clybourn, Chicago, IL 60614
(312) 975-2701

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P.O. Box 868, Nelson Rd., Fort Wayne, IN 46801
(219) 749-8531

LIBERTY DISTRIBUTORS GROUP (Program Wholesaler)
2570 Devon, Des Plaines, IL 60018
(312) 824-8137

PRO HARDWARE INC.
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(203) 356-1154

SENTRY HARDWARE CORP.
33 Public Square, Cleveland, Ohio 44113
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